

**Featured Speakers:** Joseph Wholey, U.S. General Accounting Office  
Charlotte Cottrill, EPA Headquarters

The session focused on acquiring informal non-numerical feedback from customers by primarily capitalizing on day-to-day experiences, focus groups, small sample surveys, and capturing themes and verbatim quotes. Through these techniques, you can get inside the heads of your customers without the hassle of time-consuming research and surveys.

- Informal qualitative customer feedback can be an important tool in improving your program.
- Informal qualitative customer feedback can help us learn what our products and services mean to our customers.
- When acquiring qualitative customer feedback, make sure you are getting information from the type of customers you want to reach.
- Intangibles learned from qualitative customer feedback can often motivate you to do a better job.
- Verbatim quotes acquired from customers during informal surveys or focus groups can be very powerful in summarizing data.
- A sample of 15-25 customers can often give you a good general picture of how you are doing.
- You should always be on the lookout to seize opportunities where you can gather qualitative customer feedback.

EPA employees can acquire informal qualitative feedback from customers during their routine work assignments and during things they do in their day-to-day lives. They should remember things that customers say and informally question customers on whether they are satisfied with the work EPA is doing.



## **Format for Recording Conference Sessions**

(Use the categories that apply to your session)

**Session Name and Time:** \_\_\_\_\_

**Featured Speaker:**

**Presentation Summary:**

**Important Ideas from the Discussion:**

**Key Questions of the Speaker:**

**How can EPA use this information?**

**Where in EPA can this information be used?**

**Any commitments to follow-up action at EPA:**

**List of participants:**

**Session Name:** \_\_\_\_\_

**Date/Time:** \_\_\_\_\_

**Attendance Sheet**

**Name**

**Organization**

## Attendance Sheet

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Organization





